



# Platicamos-ARMA

## Northern New Mexico Chapter



November 2002 Issue

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### Presidents Message



Hello everyone!

There's magic in the air. Not just because we are close to Thanksgiving, because there's a seminar coming soon and it is going to be a good one. John Phillips, who has been given the Emmett Leahy Award, the most prestigious international award in our profession of Records and Information Management, will be presenting a 1-day seminar on Electronic Records and Disaster Recovery. I have been to his presentations in the past, and I have been impressed.

Mr. Phillips, although an expert, he presents in terms most everyone can understand. He has picked two current hot topics and he is more than willing to answer any and all questions on the subjects. Be sure to set aside November 19<sup>th</sup>, Tuesday, to attend this seminar. Hope to see you there!

We've kicked off the Memberfest campaign already. See page 7 for more details on how you may win an HP Digital Camera, a full 2003 International Conference Registration, or a Palm Pilot and other prizes. This is a recruitment effort, which will help us reach one of our 2002-2003 goals: *inviting 11 new members to join our chapter*. Good luck!

Our upcoming membership meeting will be held on November 21, Thursday, at the State Land Office in Santa Fe (See our website for exact directions.) Want to know what we'll be talking about? Flip over to

page 6 for more information on Elaine Palin, the speaker. Elaine, in her presentation on "the Art of Ethical Negotiations", will combine some really good tips on how to hone our negotiation skills in favor of records management people and ideas at work, plus she'll help us review our own ethical code, a must in these times.

We will also finalize the Ristra Rewards Program. The Ristra reward program is responsible for helping our chapter grow, while at the same time, rewarding our members with some valuable prizes for participation in chapter life.

Everyone can look forward to a new activity from our chapter this year. You know how they say *You can't teach old dog new tricks!* Not true. For those of you who have been in the Records Management field for several years and feel there is nothing new to learn, will be excited to hear that our chapter will host a special workshop entitled "Advanced RIM Training" in January. This is a certified college-level course addressing the new paradigms that are currently revolutionizing both the theory and practice of records management. Look for more details in the December newsletter.

Meanwhile, let's help each other to *Share, learn and Grow*. Take care!!

Sincerely,

Sherry L. Guthrie, CRM

### Mission Statement

"To Advance and Promote Records and Information Management (RIM) by sharing professional knowledge and exchanging experience and information."

## NORTHERN NEW MEXICO ARMA CHAPTER OFFICERS

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## What's Coming!

Upcoming membership meeting presentations on our road to  
*Share, Learn & Grow:*

November 19– Speaker: John Phillips  
Electronic Records and Disaster Recovery

November 21 – Speaker; Elaine Palin; The Art of Ethical  
Negotiations.  
Place: Santa Fe Land Office

### MEMBERFEST 2003...

*Submitted by Barb Ricci*  
**Membership Chair**

The Northern New Mexico Chapter has entered the **Memberfest** Contest and we are roaring to go.... We are beginning to see the **Memberfest** applications arriving. Good job members, your initiative and drive will prove to be successful. Please insure that these applications have your membership ID number listed on the top right hand corner of the application so you can get the proper credit for the new member.

According to the ARMA website they recommend that the best recruitment technique is your enthusiasm about being a member of ARMA and the chapter. If you are excited about being a member and find that it has benefited your profession then talk positively and enthusiastically to potential members. Don't forget to ask them to join our chapter so they can *share* their knowledge, *learn* from the experts and *grow* right along with the rest of us.

In an article submitted to ARMA International written by David Kasparian's, CNE, MIT the SIX MAJOR BENEFITS TO ORGANIZATIONS FROM AMRA are:

1. ARMA provides us education in records and information management standards, procedures, and techniques.
2. ARMA enables us to establish and maintain professional contacts that help in the resolution of our problems.
3. ARMA provides additional justification that the organization is maintaining a proper records management program and that it is concerned with the education of employees.
4. ARMA is continually promoting research and providing this to the members.
5. ARMA helps reduce costs.
6. ARMA helps the organization maintain a competitive advantage.

If you would like to read his article in detail, go to [www.arma.org/memberfest](http://www.arma.org/memberfest). The important tip to remember is that ARMA can benefit every member that is willing to get involved and participate. It has been proven over and over again in our Chapter that success is in numbers and in the opportunities provided.



## CRM CORNER - 2002

By Sherry L. Guthrie, CRM

This Q & A comes from Mr. Bob Dalton, CRM. All opinions expressed are Mr. Dalton's. If you have a question that I, as a CRM can research & publish, please forward to me at [sguthrie@lanl.gov](mailto:sguthrie@lanl.gov).

**Question:** What is, in your opinion, the most compelling selling point in favor of developing a full records management program for business?"

**Answer:** In my (Mr. Dalton's) opinion, the most compelling selling point is "cost savings". Many record professionals, magazine articles and seminars effectively emphasize "litigation avoidance" as a major selling point. While this definitely gets the attention of management, the effective implementation of the records management program that reduces unnecessary records and manages the records utilizing an effective retention schedule can save the company time, space, resources and most importantly, money.

Think about it. While litigation is a strong incentive, it shouldn't be the main reason to establish the program. You retain records based on business requirements. Business requirements are established by legal, fiscal, operational needs of the business. With exception of records that may be deemed archival, all other records can be disposed off when no longer required (operational or legal). This applies to both government and/or public sector records keeping. This is why an efficient and effective records retention schedule is appropriate.

Now ask and answer the following questions:

**Question 1:** Can you reduce the number of records within a collection by establishing a company wide records management program with an effective records retention schedule?

**Question 2:** Can you reduce the risk of litigation by reducing the number of records within a collection by establishing a company wide records management program with an effective records retention schedule?

If you answered question 1 in the affirmative you are correct. If you answered question number 2 in the affirmative, you are wrong.

Why! This is easy. Take a look at some of the more classic litigation cases. Two examples to illustrate the fallibility of assuming a retention schedule will solve problems. The first example is the classic "smoking gun" case that caught Weyerhaeuser

Company in the 1970's in what I believe was an anti-trust case. In this case a company administrative assistance took records home that were damaging to the company. In the second case, Microsoft retained all their email.

What is the common theme in the above examples? Neither company had an effective records management program. In the Weyerhaeuser Company case a retention schedule wouldn't have made a difference because the person wasn't following the rules. In Microsoft's case, there were no controls on the media (email). Would it have made a difference with an effective records program? Perhaps. Think about it! Think about other litigations that you know of or have experienced first hand.

It is my contention that you will never be able to stop the "administrative assistances" of the world from taking company records home until management strongly support a records management program that emphasizes that records created within the company are "company records". Let's complicate life by allowing folks to work from home on their own computers. It is my understanding that with Microsoft XP, you are able to access your desktop at work from home. How do you even begin to separate the two? Will strong management support stop it from happening in the future? Never.

In the case of Microsoft, even if you had an effective email policy and retention program, it may not have had an effect on the outcome of the litigation. Maybe the documents would have been destroyed during the normal course of business. Maybe not. They could have been retained as part of an established retention program for historical company archives or operational reasons, as policy decisions, etc.

In my opinion, "cost savings" instead of "litigation" is the main reason you would establish a records management program within an organization. A business that plans develops and organizes a records and information management system that deals with the creation, distribution, maintenance, control, storage and destruction of their business and organizational records should on the long run reduce costs by better utilization of resources (time, equipment, and people).

Hope you enjoyed this question & answer. We will have more on topical subjects in future issues of the chapter newsletter.

Welcome "New" Northern New Mexico Members  
To our GRRRRRRRRRRREAT Chapter....

**September:** Bridget Lindquist  
Educational Credit Mangagment

**October:** Celia G. Fernandez  
New Mexico Tax and Revenue

Connie M. Salazar  
Los Alamos County

Rob Rayner  
Lason

Thank you to all our returning members.

Together we will Learn....Share...and Grow

## ELECTRONIC RECORDS AND DISASTER RECOVERY

**2002 Fall Seminar  
For Records And Information  
Management Professionals**

**Sponsored by  
Association of Records Managers  
and Administrators, International**

**Rio Grande Chapter and Northern New Mexico  
Chapter**

Tuesday, November 19, 2002  
8:00 a.m. to 5:00 p.m.

### TRADITIONS A FESTIVAL MARKETPLACE

601 W Frontage ROAD  
Algodones, N.M. 87001-8039  
30 miles north of Albuquerque on Interstate 25 off Exit 257  
30 miles south of Santa Fe on Interstate 25 off Exit 257



# November 2002



Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 <i>Newsletter Articles Due</i>	19 <i>E-Records and Disaster Recovery</i>	20	21	22	23
24	25	26	27	28 <i>Happy Thanksgiving!</i>	29	30



## The Art of Ethical Negotiation by: Sherry Guthrie

I had a chance to listen to Elaine Palin, President of EPC, at last year's Annual EEO/Diversity Training & Awareness Seminar. Elaine's talk on Negotiation Skills was very well done and in the spirit of *Sharing*, I felt that developing these skills would be of value to us in the Records Management field. Her knowledge and appreciation of the interpersonal areas of work focus on successfully improving effectiveness while attending to the human side of organizations. Interpersonal skills are essential to presenting innovative ideas to managers and directors.

Elaine's education includes completion of the internationally recognized Master's in Organization Development program at Pepperdine University and a BA from the University of California, Berkeley.

Elaine's work with individuals, small and large corporations, consulting firms, and senior managers, demonstrates how difficult selling, and making the best deals, can be for all of us. This presentation will provide an overview of negotiation skills, stories from the real world, negotiation lessons/tips we don't usually understand, plus an opportunity to practice working through our latest problems requiring negotiations.

We have asked Elaine to include in her talk, a review of a Code of Ethics, namely the ARMA Code of Professional Responsibility. When you think about it, information is a powerful tool, one which can save lives, overthrow corrupt governments, or explore the universe. Improper, illegal, unethical, or immoral use or concealment of information can wreck careers, cost lives, or destroy organizations.

We as information professionals have a duty to prevent improper uses of information, and that is just one of the principles of our code of professional responsibility.

Come hear what Elaine has to offer at the next Membership meeting, Thursday, November 21<sup>st</sup>, at the State Land Office in Santa Fe.



## NNMC-ARMA Photos



Sherry Guthrie and her Husband

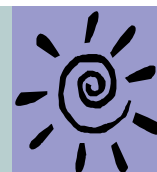


Toni Mann and Laurie Koontz



Lucille Sisneros, Catherine Vignole,  
and David Mann



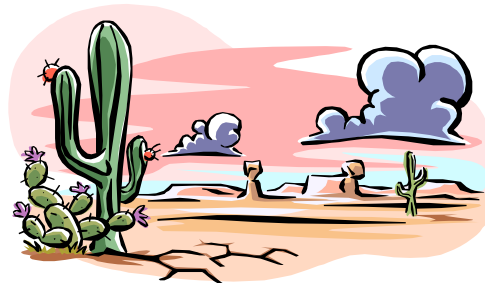


## October NNM ARMA Meeting

Agenda: November 21, 2002

1. Call to Order
2. Roll Call
3. Determination of Quorum
4. Recognition of Guests
5. Adoption of Agenda
6. Approval of October Minutes (Liz)
7. Approval of Reports
  - a. Treasurer's Report (Ernie)
  - b. Membership Report (Barb)
8. Unfinished Business
  - a. Status of Fall Seminar (Karen)
  - b. Status Extra Workshop-John Phillips (Sherry)
  - c. Status GIVE Projects for December (Dolores)
  - d. Status Ristra Rewards (Lucille)
  - e. Other Committee Updates (If any)
  - f. Other
9. New Business
  - a. Social Event for December (Liz)
  - b. Other
10. Presentation by Elaine Palin, "The Art of Ethical Negotiations"
11. Announcements
12. Adjournment

Contributions or gifts to the Association of Records Managers and Administrators, Inc. are not charitable contributions for federal income tax purposes."



### MEMBERFEST – IT'S CONTAGIOUS

Share the experience! Feel the Power!  
Reap the Rewards!

ARMA International has started a new member-get-a-member program called **Memberfest**. Sponsor a new member in ARMA International (and out chapter) and join an exclusive group of ARMA members in the CORE (Connecting others through Encouragement and Recruitment) Club. Sponsor at least five new members and you may win great prizes.

The top three recruiters by June 30, 2003, will win one of the following prizes (Note: a minimum of five new recruits is required.):

#### GRAND PRIZE

HP Digital Camera (\$750 value)  
One 2003 Full-Conference Registration (\$645 value)

#### FIRST PRIZE

Palm Pilot (\$500 value)  
One 2003 Full-Conference Registration (\$645 value)

#### SECOND PRIZE

Palm Pilot (\$500 value)

*How to Get Started*  
It's as easy as 1-2-3

1. Read the information at <http://www.arma.org/memberfest> so you know exactly what to expect.
2. Make a list of colleagues whom you think could benefit from all that ARMA offers.
3. Fill in your Member ID# on the special Member Fest application (found at the website above) and go for it!

Good luck to everyone. If you have any questions, contact our Membership Committee Chairperson, Barb Ricci, at 505-747-4177.

## David Mann's Presentation

On Documentary Procedures Used By NASA to Record Space Exploration and Other History from Earth's Past.

By Joseph V. Valdez, II

The program for the October 17, 2002 ARMA Northern New Mexico Chapter meeting was provided to the membership by David Mann. Mr. Mann, worked at the National Aeronautics & Space Administration (NASA) for Brown & Root, Northrop in Houston, Texas from 1968 to 1975. He came to New Mexico in 1975, with his state of the art (techniques of documenting space exploration) knowledge to establish the Los Alamos National Laboratory (LANL) Geo Sample Prep Lab. After 22 years of work at LANL, Mr. Mann retired, and opened his own business (*High Mesa Petrographics*), which produces goods that are sold to geologists and meteorologists throughout the world.

Mr. Mann's began his presentation, with the remarks that he was just a guy who cuts rock and was around at the exciting time when President Kennedy set this nation upon the course of putting a man on the moon. Less than 15 years after begging this quest, the U.S. was successful within its efforts to accomplish this mission, while the Russians, who were our competitors in this great space race, had lost many astronauts in their attempt to accomplish this feat. Mr. Mann brought a vast array of photos on the moon rocks that were brought back from the Apollo Mission, and indicated that every picture had been numbered and contained ruler orientation for this documentary process. He informed the group that prior to being picked up, every rock was photographed in its natural environment, placed into special boxes that were used to transport both the rocks along with the moon's atmosphere from the same vicinity of the rocks back to earth. These rocks were then analyzed in special vacuum-sealed areas that were constructed for this work. These special work areas contained gloves with which the scientists could work upon the rocks. The scientists who worked with the rocks received training on how to work with these special work area devices. Mr. Mann also informed the group that it was a good thing that they had received the training, since a breach in the system, which actually happened, set off an alarm, alerting everyone of the breach and the imminent explosion that occurs from the implosion that takes place once such a breach with these working conditions takes place. Mr. Mann continued the presentation by stating that most people are not even aware of the measures and methods that were used in the analyses of the moon rocks. For instance, the systems for the analyses that were conducted contained pure liquid nitrogen systems that were constantly replenished to keep the moon rock samples as pristine as possible.

Mr. Mann informed the group that although the earth and the moon contain the same compositional material, that the materials on the moon have undergone less climatic change over the past 4.5 billion years, as opposed to that

of the earth, which have been highly altered and may be measured for dates off of their radioactive properties that have resulted from this difference. Mr. Mann then explained how "thin sections," which are approximately the same size of a human hair, were extracted by being cut from the rocks for examination. After being extracted from the rock, the sample is glued to glass for a spectral/ light analysis of the sample. Mr. Mann then showed the group some color film slides on some photos that were taken from the spectral analyses of these studies. He went on to explain the polarizing microscopic system that was used to view and photograph the samples that he showed to the group. The first polarizing mechanism on this special microscope directed the light, which would otherwise be dispersed 360-degrees, through the sample. This light is then picked up by a second polarizing mechanism that operates off of a 90-degree angle, producing the varying colors from which a determination of the elements may be made. I found this portion of the program to be very interesting, as I could not help making a personal observation on the similarities between this scientific work and that which is used by those within our profession to conduct an analysis of microfilm for the preservation of documentary information, via the microscopic analysis of the film's resolution and the densitometer readings that are taken of the film for an analysis on the camera exposure settings at which the documents were filmed and the chemical processing that the film underwent within its development.

The final portion of the program was devoted to Mr. Mann's exploits in the area of paleontology, which began when a couple of hikers who were trekking across some land in the San Isidro Pueblo area of Northern New Mexico and encountered what would become the largest dinosaur find that has occurred to date. Dr. Gillette of the University of New Mexico, who was contacted to work on this project, recruited Mr. Mann for the use of his techniques on this project. Mr. Mann indicated that at first man thought that the Brontosaurus was the largest dinosaur ever to exist, but the discovery of the Supersaurus, then the Ultrasaurus, and finally the Seismosaurus dispelled that belief. Mr. Mann indicated that this dinosaur was so large that every time it moved, this creature, that was estimated to weigh 7,000 lbs., caused vibrations that could produce seismographic readings. A portion of Mr. Mann's slide show was devoted to some of the equipment that was used both to locate the remains of the dinosaur and in the movie Jurassic Park. Only, Mr. Mann provided our group with information on how these pieces of equipment worked and how they were used in this project.



## GIVE COMMITTEE UPDATE

*By Dolores M. Salazar*

The Northern New Mexico Chapter of the Association of Records Managers and Administrators (NNMC/ARMA) will be taking on several projects for the Christmas Holidays and would like the help of all NNMC/ARMA members.

First of all, we are having our second book drive and will be collecting new and used children's books to give to needy children for Christmas. The NNMC/ARMA is promoting reading again this Christmas and will provide gifts of books to children who reside in foster homes, shelters, or who are confined to hospitals in the Espanola, Los Alamos, and Santa Fe areas.

The NNMC/ARMA is also collecting items (shampoos, conditioners, lotions, etc.) that people tend to bring home from hotels when on travel or vacation and are donating these items to the St. Elizabeth's Homeless Shelter on an on-going basis. We would also like to ask each member to commit to purchase a large bottle of shampoo and a large bottle of conditioner to donate to St. Elizabeth's at Christmas.

We are also adopting three families this Christmas and will be in charge of obtaining Christmas gifts for these families. These are the families and their wish lists:

### **FAMILY #1 (6)**

#### **Mom--Michelle**

Gift card/Bath & Body Works  
Gift card/Lane Bryant  
Gift card/Mervyns  
Slippers—size 9  
Candles—assorted colors and sizes  
Bath towels  
Pots and pans  
Pajamas—size XL

#### **Twin Boys—Isaiah and Isaac—age 17 mnths.**

Matching Clothes—size 24 months  
Socks—size 5  
Matching pajamas—size 24 months  
Matching sweats—size 24 months  
Matching shoes—size 6  
Matching jackets—size 24 months  
Toy Bikes for 24 month old  
Balls  
Matching Beanie hats and gloves  
Trucks and Blocks  
Baby books  
Cartoon movies for VCR

#### **Boy-Anthony—age 9**

Football  
Clothes—size XL  
Pants—size 16 regular  
Laser tag game  
Socks  
Boxers—size L  
Shoes—size 7 ½  
Jacket  
Games for Nintendo 64  
Remote control truck  
Basketball  
Scooter

#### **Boy-Angelo—age 13**

Play station 2 w/atv off road race game  
Gift card—JC Penny's  
Gift card—Mervyns  
Gift card—Foot Locker  
Light blue pullover—size L

#### **Girl--Crystal—age 14**

Gift card—Hastings  
Gift card—Debs  
Gift card—Nail Time  
Gift card—Ladies Foot Locker  
Make-up:  
White eyeliner  
Black eyeliner  
Powder cover-up—color Translucent  
Med by Cover Girl  
Black mascara  
Eyelash curler  
Light blue pullover sweater—size L

### **FAMILY #2 (5)**

#### **Mom--Yolanda**

Comforter for full size bed  
Black jacket—size woman's M  
Pajamas—size woman's L  
Perfume  
Tennis shoes—size woman's 7-8  
Gift card to Mervyns  
Gift card to Wal-mart

#### **Girl--Nayeli—age 2**

Dolls  
Doll house  
Pajamas  
Pink Winter Jacket  
Tennis shoes—size girl's 6 ½  
Gift card to Target or Wal-mart

#### **2 Boys—Rafael-age 3 and Ulises 4**

Bike and Scooter  
Scooby Doo blanket  
Matching Winter Clothes—size boy's 6  
Matching winter jackets  
Tennis shoes—child's 10  
Gift card to Target or Wal-mart  
Legos

#### **Boy-Julio—age 8**

Nintendo 64  
Bike  
Scooter  
Tennis shoes—size boy's 2  
Jacket—size 9  
Gift card to Target or Wal-mart

### **FAMILY #3 (3)**

#### **Mom--Lara**

Tune-up for 1984 Toyota Camry  
4 Tires 185/70R 13  
Sweater—size M  
Blender  
AAA Batteries  
Full size comforter and sheets  
Gift card—Target or Wal-mart

#### **2 Girls-Abby-age 3 (size 3T) and Courtney—age 4 (size 5T)**

Pull ups (32-40 lbs)  
Winter coat—size 3T/4T and 5T  
Gloves and hat  
Tennis shoes/snow boots—size 8  
Clothes—size 3T and 5T  
Pants  
T-shirts/Long Sleeve Shirts  
Pajamas  
Movies: Disney, Blues Clues, Dora  
Sesame Street, Teletubbies, Clifford, Barney  
Gift Card—Target  
Bath toys  
Back packs

We would like to ask each of you to be generous and commit to the purchase of at least one gift for these families and to coordinate the purchases with the Give Committee to ensure that each family receives gifts. We will need the gifts by December 6. We will need the gifts wrapped and identified on the outside with the family # and the name of the person you are buying for, i.e., Family #1--Isaiah. Let's make this Christmas a happy one and one to remember for at least three families.

If you are interested in donating any of these items, please contact Dolores Salazar at 667-7076 or Arlene Crespin at 662-8132 in Los Alamos; Teresa Garcia at 827-5851 in Santa Fe; and Barbara Ricci at 747-4177 in Espanola to arrange for pick-up/drop-off.